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CURRENT SERIAL RECORDS

WISCONSIN

FEDERAL MILK ORDER BULLETIN



for the
Milwaukee, Northeastern
and Madison Marketing Areas
C. T. McCleery - Market Administrator

JUNE 1963

AUTOMATION FOR SPECIAL MILK PLANTS

Charges for marketing fluid milk now amount to around 58 percent of the retail price, compared to a low point of 47 percent in 1947-49. The result: the dairyman is concerned over low prices, while the consumer is unhappy about high prices.

From the standpoint of marketing research workers in USDA's Agricultural Marketing Service, the question isn't "Who's to blame?" but rather "What can be done about it?" They find that automation offers one of the most promising ways to meet higher marketing costs and ever-increasing competition in the dairy industry. Operators of plants that process only bottled milk and half-and-half with a weekly output of 35,000 gallons, can save \$26,000 a year by installing automated and highly (continued to page 8)

DAIRY DAY AT THE BALL GAME

The Third Annual Dairy Day at the ball park is being planned again this year by Wisconsin's Dairy Industry. Dairy day will be Sunday, July 21, 1963; the Braves will meet those Red Hot Dodgers in a double header.

Plans include a trick rider, square dancing at 12:15, Alice's arrival at 12:45, milking contest between Lee Walls and Frank Howard of the Dodgers and Don Dillard and Frank Bolling of the Braves, between the games. Ernie Johnson is Master of Ceremonies for the affair. Special rates for tickets are offered by the Braves Organization. There will be prizes and of course gifts for everyone.

The event is a part of June dairy month promotions. Rain date is July 28.

— DATA IN BRIEF - FOR THE MAN IN A HURRY —

	Milwaukee Order No. 39		Northeastern Wis. Order No. 45		Madison Order No. 51	
<u>MAY 1963</u>						
Class I Price & Differential	\$3.52	7.0¢	\$3.38	7.2¢	\$3.52	7.0¢
Class II Price & Differential	\$3.07	6.7¢	\$3.07	6.7¢	\$3.07	6.7¢
Producer Price & Dif'l: Base	\$3.49	6.9¢	\$3.28	7.0¢	\$3.42	6.9¢
Excess	\$3.13	6.9¢	\$3.07	7.0¢	\$3.07	6.9¢
Pounds of Producer Milk	70,480,249		41,118,497		21,516,847	
Percentage in Class I	82.0%		53.2%		63.8%	
<u>JUNE 1963</u>						
Class I Price & Differential	\$3.51	7.0¢	\$3.37	7.2¢	\$3.51	7.0¢

UNIFORM PRICES AND

PRODUCER PRICES FOR MAY 1963

COMPUTATION

Milwaukee Wisconsin Marketing Area
Federal Order No. 39

MAY 1963

Minimum prices per hundredweight to be paid on or before the 15th of each month to producers for 3.5% milk, f.o.b. plant. These prices are subject to a butterfat differential per point over and under 3.5% and to a deduction of 2 cents per hundredweight for marketing service for nonmembers. In the case of members of approved cooperatives, these prices are subject to the deductions authorized by the associations.

The prices listed below do not include any premium payments which may be paid by handlers and which may bring actual payments in excess of minimum requirements.

Name of Handler	Base Price	Excess Price	B.F. Dif'l
Blochowiak Dairy	\$3.47	\$3.07	6.9¢
The Borden Co.	3.45	3.07	6.9
Cedarburg Dairy, Inc.	3.50	3.07	7.0
Christiansen's Dairy	3.52	-	7.0
Fairmont Foods Co.	3.49	3.07	6.9
Gehl Guernsey Dairy	3.43	3.07	6.9
Golden Guernsey Dairy	3.51	3.07	6.9
Harmony Dairy Products	3.50	3.07	6.9
Hawthorn-Melody Farm	3.51	3.07	6.9
Healthway Dairy, Inc.	3.52	3.46	7.0
Home Dairy	3.50	3.41	6.9
Keystone Farms	3.34	3.07	6.9
Krueger Dairy	3.52	3.41	7.0
McFarlands Farm Dairy	3.39	3.07	6.9
Milk Producers Coop.	3.54	3.07	6.9
Mullen's Dairy	3.52	3.34	7.0
Progressive Dairy Prod.	3.56	3.07	6.9
Pure Milk Association	3.56	3.53	7.0
Roets Home Dairy	3.46	3.47	7.0
Schroeder Dairy	3.52	3.24	7.0
Sealtest Foods	3.49	3.07	7.0
Standard Dairy	3.49	3.07	6.9
Vande Kolk Dairy	3.48	3.46	7.0
Warren Dairy	3.55	3.51	7.0
Wayside Dairy	3.52	3.34	7.0
West Side Dairy, Inc.	3.52	3.30	7.0

WEIGHTED AVERAGES \$3.49 \$3.13 6.9¢

Weighted Average of Base and
Excess Prices for Information: \$3.44

Producer Milk in Class I

Producer Milk in Class II

Total Milk and Value Before Adjustments
Adjustments for Value of:
Overage Deducted from Classes I & II
Beginning Inventory Reclassification
Other Source Milk Deducted from Class I
Butterfat More or Less than 3.5 Percent
Plant Location Differentials
Half of Producer-Equalization Fund
Aggregate Value
Excess Milk and Value

Value for Base Milk
Reserve to Producer-Equalization Fund

Base Price to Producers for 3.5% Milk

* Subject to location differentials. These minimum pay

MANUFACTURING PRICES AND

Year and Month	92 Score Butter Chicago	Cheddar Cheese Wis.	Spray Dry Skim	Basic Formula Price dol.	Handler B'fat Dif'l C.I.* C.II
1962 June	57.94	33.00	14.13	3.01	7.0 6.7
July	57.96	33.00	14.16	3.03	7.0 6.7
Aug.	57.97	33.00	14.14	3.04	7.0 6.7
Sep.	58.28	33.31	14.05	3.06	7.0 6.7
Oct.	57.96	34.00	14.14	3.07	7.0 6.7
Nov.	57.99	34.50	14.16	3.10	7.0 6.7
Dec.	57.98	34.50	14.15	3.11	7.0 6.7
1963 Jan.	57.97	34.56	14.15	3.10	7.0 6.7
Feb.	57.94	34.31	14.17	3.10	7.0 6.7
Mar.	57.97	33.79	14.19	3.10	7.0 6.7
Apr.	57.97	33.80	14.14	3.09	7.0 6.7
May	57.97	33.80	14.12	3.08	7.0 6.7
June					

* Exception, Order No. 45 Class I differential is 7.2¢.

OTHER PRICE DATA

OF UNIFORM PRICES

Northeastern Wisconsin Marketing Area Federal Order No. 45				Madison Wisconsin Marketing Area Federal Order No. 51			
Pounds of Milk	Average B'fat Test	Price at Test	VALUE	Pounds of Milk	Average B'fat Test	Price at Test	VALUE
21, 888, 709	3.608586	\$3.459399	\$757, 217.86	13, 729, 283	3.477960	\$3.472610	\$476, 764.49
19, 229, 738	3.640316	3.164018	608, 432.76	7, 787, 564	3.872713	3.319718	258, 525.17
41, 118, 497			\$1, 365, 650.62	21, 516, 847			\$735, 289.66
			1, 489.86				430.98
			7.18				25.27
			-				-
			-35, 525.42				-17, 939.57
			-326.01				5, 742.03
			17, 258.50				7, 440.47
			\$1, 348, 554.73				\$730, 988.84
7, 658, 807		\$3.07	-235, 125.43	3, 861, 479		\$3.07	-118, 547.39
33, 459, 690		\$3.327674	\$1, 113, 429.30	17, 655, 368		\$3.468868	\$612, 441.45
		.047674	-15, 951.47			.048868	-3, 627.85
		\$3.28*	\$1, 097, 477.83			\$3.42*	\$603, 813.60

prices do not include any premium payments which may be paid by handlers.

FEDERAL ORDER PRICES FOR WISCONSIN AREAS - NO. 39, NO. 45, NO. 51

Class I Price Differentials			Supply-Demand Adjustments			Class I Prices			Uniform Prices to Producers** and Producer Butterfat Differentials					
No.39 No.45 No.51			No.39 No.45 No.51			No.39 No.45 No.51			Milwaukee		Northeast		Madison	
cents			cents			dollars			dol. cents		dol. cents		dol. cents	
68	54	68	-24	-04	-24	3.45	3.51	3.45	3.36	6.9	3.28	7.0	3.27	6.9
88	74	88	-24	-08	-24	3.65	3.67	3.65	3.54	6.9	3.46	7.0	3.44	6.9
108	94	108	-24	-08	-24	3.87	3.89	3.87	3.76	7.0	3.66	7.1	3.66	6.9
108	94	108	-24	-12	-24	3.88	3.86	3.88	3.76	6.9	3.58	7.0	3.73	6.9
108	94	108	-24	-10	-24	3.90	3.90	3.90	3.80	6.9	3.58	7.1	3.72	6.9
108	94	108	-24	-16	-24	3.91	3.85	3.91	3.81	7.0	3.57	7.0	3.72	6.9
88	74	88	-24	-14	-24	3.74	3.70	3.74	3.64	6.9	3.42	7.0	3.56	6.9
88	74	88	-24	-20	-24	3.75	3.65	3.75	3.64	6.9	3.38	7.0	3.57	6.9
88	74	88	-24	-18	-24	3.74	3.66	3.74	3.63	6.9	3.40	7.0	3.58	6.9
68	54	68	-24	-24	-24	3.54	3.40	3.54	3.46	6.9	3.25	7.0	3.43	6.9
68	54	68	-24	-22	-24	3.53	3.41	3.53	3.46	6.9	3.25	7.0	3.38	6.9
68	54	68	-24	-24	-24	3.52	3.38	3.52	3.44	6.9	3.23	7.0	3.35	6.9
68	54	68	-24	-24	-24	3.51	3.37	3.51						

** Weighted averages are shown for Milwaukee and all markets when base and excess prices are in effect.

UTILIZATION AND CL

FEDERAL OR

— MILWAUKEE MARKET NO. 39 —

ITEM	May 1963		April 1963		May 1962	
	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat
CLASS I MILK						
Packaged Products:						
Fluid Milk	45,782	3.5	44,900	3.5	39,107	3.5
Flavored Milk	1,771	3.5	1,658	3.5	1,438	3.5
2% Skim Milk, Solids Added	3,275	2.1	3,187	2.1	2,487	2.1
" " " , Plain	1,250	2.2	1,237	2.3	939	2.2
Skim Milk, Solids Added	1,858	.4	1,797	.4	1,637	.3
Plain Skim	1,009	.7	987	.7	886	.7
Buttermilk	516	1.0	477	1.0	537	1.0
Flavored Milk Drink	185	.6	173	.7	208	.8
Half & Half	1,054	12.4	976	12.4	913	12.3
Light Cream	53	18.9	50	19.1	58	18.8
Whipping Cream	253	33.2	240	33.2	234	32.9
Cultured Cream	245	18.7	212	18.7	159	18.7
Subtotal	57,251	3.6	55,894	3.6	48,603	3.6
Bulk Sales to Nonhandlers	725	3.6	592	3.6	437	4.2
Unaccounted for Milk	104	8.4	76	10.8	26	3.5
Total Utilized in Class I	58,080	3.6	56,562	3.6	49,066	3.6
Nonpool Receipts*	-308	4.1	-143	4.6	-	-
CLASS I - PRODUCER MILK	57,772	3.6	56,419	3.6	49,066	3.6
CLASS II MILK						
Bakeries et al	112	14.0	104	12.3	100	13.7
Cottage Cheese	4,629	.9	4,534	.9	3,295	.8
Cheese	3,021	3.6	2,769	3.6	2,542	3.7
Butter	1,732	7.0	2,146	6.5	3,735	5.3
Evap., Cond., & Pwd.	2,193	3.2	1,507	4.4	3,152	3.3
Ice Cream & Mixes	2,084	11.9	2,107	10.5	1,390	15.6
Livestock Feed	73		77		90	
Dumped Products	12		17		-	
Skim Equiv. Fort. Prod.	1,141		1,084		-	
Ending Inventory	4,572	3.9	4,983	3.9	4,493	3.9
Shrinkage	946	2.8	785	3.2	1,100	3.3
Total Utilized in Class II	20,515	4.0	20,113	4.0	19,897	4.4
Nonpool Receipts*	-7,807	3.6	-8,433	3.4	-4,964	4.7
CLASS II - PRODUCER MILK	12,708	4.2	11,680	4.4	14,933	4.2
TOTAL PRODUCER RECEIPTS	70,480	3.7	68,099	3.7	63,999	3.7

NOTE: For comparison only, statistics for 1962 are shown here reclassified in accordance with the amended order provisions effective May 1, 1962 for Order 45 and June 1, 1962 for Order 39.

CLASSIFICATION OF MILK

ORDERS 39, 45, 51

— NORTHEASTERN MARKET NO. 45 —						— MADISON MARKET NO. 51 —					
May 1963		April 1963		May 1962		May 1963		April 1963		May 1962	
Thousand Pounds	% B'fat	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat
18,038	3.5	17,370	3.5	18,661	3.4	10,171	3.4	10,131	3.4		
1,099	3.6	999	3.6	1,150	3.4	703	3.8	695	3.8		
294	2.1	242	2.1	192	2.3	2,106	2.1	2,027	2.1		
230	1.8	229	1.8	181	1.7	-	-	-	-		
760	.6	699	.6	591	.7	648	.7	633	.8		
435	.5	442	.5	743	.4	62	.4	62	.2		
223	.8	207	.7	256	.8	169	1.6	161	1.6		
58	.8	65	.8	127	2.3	7	3.0	5	2.8		
383	13.0	343	12.7	419	12.7	334	12.1	314	12.2		
9	21.6	10	21.8	12	22.8	5	23.1	5	22.7		
95	34.5	90	34.2	104	35.2	60	34.1	61	34.2		
57	18.2	50	18.1	63	18.1	42	21.3	38	22.1		
21,681	3.6	20,746	3.6	22,499	3.6	14,307	3.5	14,132	3.5		
154	3.6	106	3.6	80	3.6	46	3.5	181	3.5		
59	13.7	73	12.5	45	15.9	83	3.6	95	2.9		
21,894	3.6	20,925	3.6	22,624	3.6	14,436	3.5	14,408	3.5		
-5	4.1	-4	2.9	-4	3.2	-707	3.6	-669	3.7		
21,889	3.6	20,921	3.6	22,620	3.6	13,729	3.5	13,739	3.5		
-	-	-	-	-	-	4	35.9	5	36.5		
1,960	1.0	1,971	1.0	2,462	1.4	1,087	1.2	1,104	1.2		
15,677	3.5	14,262	3.5	13,168	3.6	2,455	2.8	1,953	2.8		
1,305	38.2	1,196	37.7	1,473	38.2	580	35.7	456	35.5		
12,170	.1	11,259	.2	14,673	.4	4,119	-	2,906	-		
1,010	7.6	960	7.4	1,818	6.9	1,010	8.0	871	8.5		
99	-	87	-	127	-	78	-	62	-		
78	-	17	-	11	-	-	-	-	-		
379	-	337	-	417	-	476	-	472	-		
2,244	4.5	2,307	4.5	2,594	4.7	1,205	3.9	1,273	4.0		
448	3.4	481	4.1	449	3.6	322	2.1	350	1.8		
35,370	3.6	32,877	3.6	37,192	3.7	11,336	3.8	9,452	3.8		
-16,141	3.6	-14,346	3.6	-18,099	3.7	-3,548	3.5	-2,929	3.6		
19,229	3.6	18,531	3.7	19,093	3.8	7,788	3.9	6,523	3.9		
41,118	3.6	39,452	3.6	41,713	3.7	21,517	3.6	20,262	3.6		

Order
Effective
June 1, 1962

* Includes, whenever applicable, receipts of other source milk, beginning inventory, and overage, all as allocated to classes, and discrepancies between reported interhandler transfers.

CLASS I AND RECEIPTS BY MONTHS

POUNDS OF PRODUCER MILK IN CLASS I, ITS PERCENTAGE TO TOTAL PRODUCER MILK WITH TOTALS FOR PRODUCER MILK AND FOR OTHER SOURCE MILK BY WISCONSIN MARKETS

Year and Month	MILWAUKEE, No. 39				NORTHEASTERN, No. 45				MADISON, No. 51			
	CLASS I		From Pro-ducers	Other Source Milk	CLASS I		From Pro-ducers	Other Source Milk	CLASS I		From Pro-ducers	Other Source Milk
	Mil. #	%	Mil. #		Mil. #	%	Mil. #		Mil. #	%	Mil. #	
<u>1962</u>												
June	51.9	78.6	66.0	3.0	21.3	54.5	39.8	16.5	11.3	61.1	18.5	1.9
July	50.4	81.6	61.8	3.5	22.9	66.6	34.4	15.0	11.6	68.2	17.0	2.0
Aug.	52.6	85.3	61.7	3.7	24.2	72.5	33.4	13.2	12.1	73.8	16.4	2.0
Sep.	53.5	84.5	63.3	3.0	22.7	65.8	34.5	10.9	13.4	80.2	16.7	2.1
Oct.	58.4	86.5	67.5	2.8	24.4	63.4	38.5	10.3	14.3	78.1	18.3	2.0
Nov.	56.8	87.7	64.8	2.5	23.5	63.2	37.2	9.2	13.5	75.0	18.0	1.9
Dec.	56.8	82.9	68.5	2.7	22.8	54.9	41.5	9.7	13.6	71.6	19.0	2.0
<u>1963</u>												
Jan.	58.1	83.7	69.4	2.6	21.5	53.8	40.0	9.2	14.4	73.5	19.6	2.0
Feb.	52.6	82.8	63.5	2.6	19.8	54.1	36.6	8.7	13.6	73.1	18.6	1.6
Mar.	57.8	82.5	70.1	2.8	21.5	53.5	40.2	10.7	15.1	72.9	20.7	2.1
Apr.	56.4	82.8	68.1	3.2	20.9	52.9	39.5	11.6	13.7	67.5	20.3	2.0
May	57.8	82.0	70.5	3.1	21.9	53.2	41.1	13.8	13.7	63.8	21.5	3.0
June												

FARM NUMBERS AND DELIVERIES

NUMBER OF FARMS AND AVERAGE DAILY DELIVERIES PER FARM BY WISCONSIN MARKETS

Year and Month	MILWAUKEE				NORTHEASTERN				MADISON			
	Number of Farms		Avg. Daily Per Farm		Number of Farms		Avg. Daily Per Farm		Number of Farms		Avg. Daily Per Farm	
	'62	'63	'62	'63	'62	'63	'62	'63	'62	'63	'62	'63
Jan.	2174	2274	943	984	1389	1374	897	940	615		1028	
Feb.	2173	2263	954	1004	1402	1371	930	952	651		1023	
Mar.	2162	2256	954	1007	1427	1360	939	959	650		1025	
Apr.	2133	2261	961	1007	1421	1355	952	971	645		1047	
May	2097	2215	993	1029	1387	1355	970	979	639		1086	
June	2342		957		1398		949		613		1005	
July	2344		863		1408		788		622		884	
Aug.	2344		858		1433		753		624		847	
Sep.	2329		914		1451		793		618		901	
Oct.	2319		945		1471		844		621		951	
Nov.	2324		939		1450		856		621		965	
Dec.	2313		960		1477		905		618		991	
Avg.	2255		937		1426		881		620		935	

COMPARATIVE STATISTICS

SELECTED DATA COMPARISONS, WISCONSIN MARKETS

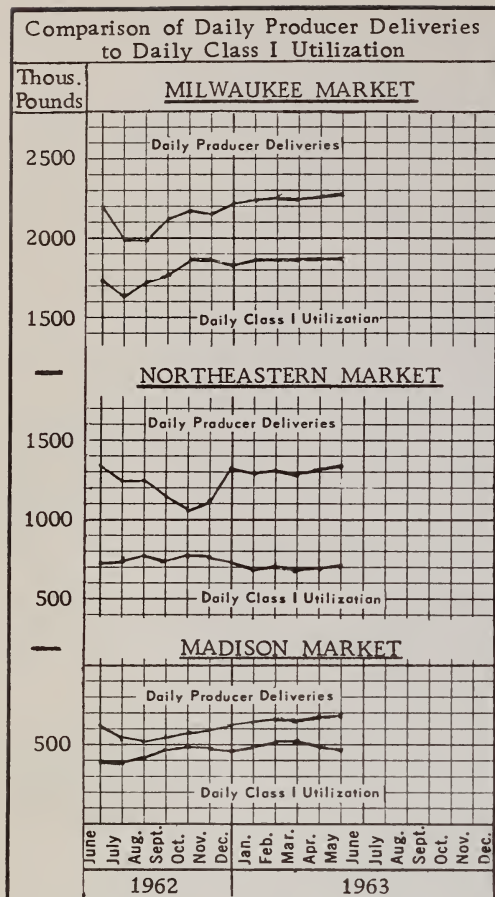
	Order No. 39			Order No. 45			Order No. 51		
	May '63	May '62	Com- parison	May '63	May '62	Com- parison	May '63	May '62	Com- parison
Average Daily:									
Producer Milk, thous. lbs.	2,274	2,064	+10.2%	1,326	1,346	-1.5%	694		
Other Receipts " "	101	24		445	503		137		
Gross Class I " "	1,874	1,583	+18.4%	706	730	-3.3%	465		
Gross Class II " "	662	642	+3.1%	1,141	1,200	-4.9%	366		
Deliveries per Farm, lbs.	1029	993	+3.6%	979	970	+0.1%	1086		
Number of Farms	2,215	2,097	+118	1,355	1,387	-32	639		
Avg. Test of Prod. Milk, %	3.70	3.74		3.62	3.71		3.62		
Number of Handlers:									Order
Pool Plants	26	12	+14	63	63	-	21		Effective
Other Handlers	4	1	+3	9	8	+1	9		June 1, 1962
Producer Milk in Class I, %	82.0	76.7		53.2	54.2		63.8		
Shrinkage to Total Receipts:									
Product Pounds, %	1.31	1.74		.92	.86		1.49		
Butterfat Pounds, %	1.21	1.53		1.19	1.12		.99		

NEARBY FEDERAL ORDER DATA

PRODUCER MILK, TOTAL AND CLASS I, AND RELATED PRICES - MAY 1963

Market	Producer Milk thous. lbs.	Class I Milk thous. lbs.	Class I Price 3.5% Milk \$ per cwt.	Producer Price 3.5% Milk \$ per cwt.
Chicago, No. 30	562,778	197,835	3.54	3.33
Duluth-Superior, No. 69	15,312	7,579	3.83	3.33
Madison, No. 51	21,517	13,729	3.52	3.35
Mich. Upper Peninsula, No. 44	11,638	7,589	3.59	3.50
Milwaukee, No. 39	70,480	57,772	3.52	3.44
Minneapolis-St. Paul, No. 68	105,977	56,904	3.765	3.49
Northeastern Wisconsin, No. 45	41,118	21,889	3.38	3.23
Quad Cities-Dubuque, No. 63	26,229	14,545	3.74	3.45
Rock River Valley, No. 38	11,890	6,066	3.56	3.35
Southern Michigan, No. 40	323,197	176,167	3.85	3.30

NOTE: The producer price shown for Michigan Upper Peninsula and Milwaukee is, in each case, the weighted average of minimum pay prices for pool plants, including zone or location differentials. Announced prices for basic zones are quoted in other instances. During base pay periods weighted averages are shown for base and excess prices.



WISCONSIN

FEDERAL MILK ORDER BULLETIN

Published Monthly By
Federal Milk Market Administrator
4920 West Burleigh Street
Milwaukee 10, Wisconsin
for the
Milwaukee, Northeastern
and Madison Marketing Areas

This bulletin is primarily to provide producers who are not members of cooperative associations with market information in accordance with § 1039.74 of the Milwaukee Wisconsin marketing order, § 1045.75 of the Northeastern Wisconsin marketing order, and § 1051.77 of the Madison Wisconsin marketing order.

FEDERAL MILK MARKETING ORDERS, PART II

How a Milk Marketing Order Gets Started

An order is usually initiated by dairy farmers, through their cooperative associations, by petitioning the Secretary of Agriculture to undertake the regulation of prices paid by handlers to producers for milk in a local marketing area. Upon receiving such a petition, the Secretary asks the Milk Marketing Order Division of the Agricultural Marketing Service to make a preliminary investigation of the circumstances in the market which brought about the request.

If it appears from this investigation that conditions in the market make an order advisable, a notice of a public hearing is issued. At the hearing, producers, consumers, milk dealers, and any other interested parties are given an opportunity to present facts, to give their reasons on whether or not a Federal milk marketing order is justified, and to state their views on the provisions set forth in a proposed marketing order. At the close of the hearing, a reasonable time is fixed within which interested parties may file briefs.

After these preliminary steps, a recommended decision is issued by the Department of Agriculture. This decision is based on the evidence presented at the public hearing. If an order is recommended, the decision contains a statement of the reasons for issuing it. It sets forth a proposed order and gives reasons for the order's various provisions.

A period of time (usually about 20 days in the case of new orders) is allowed for interested persons to review the recommended order and to file exceptions to it as a whole or to any of its provisions.

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mechanized equipment. Savings of this scale are shown in a study made under contract to AMS. Medium-size plants that process 105,000 gallons of milk and half-and-half a week could save even more--about \$39,000 a year.

The savings result from reduced labor costs, which, in a few years, more than offset the initial expense and operating costs. Automated and highly mechanized equipment in a plant handling 35,000 gallons of milk a week would pay for itself in about 9 1/2 years.